

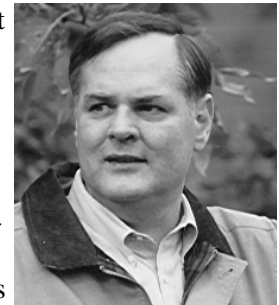


October 2000

New MIA Program Manager/Agent

On June 23rd the Alaska Department of Community and Economic Development announced that Webb's Consulting & Management Services, Inc. of Anchorage was the successful proposer of 5 proposers to operate the Made In Alaska Program. A contract was signed on August 9, 2000 and Webb's immediately started providing services to permit holders and applicants.

Bill Webb serves as Made In Alaska Program Manager/Agent and Diana Arthur serves as Program Administrator. The company was formed in January of 1998 and has provided various consulting and advertising services to several Alaska businesses. The company has operated Anchorage's Downtown Saturday and Wednesday Markets the past two seasons and will continue to do so for the foreseeable future. Many Made In Alaska Permit Holders have worked with Webb's Consulting & Management Services, Inc. as Vendors in Saturday Market or Wednesday Market.



Bill Webb is president and owner of Webb's Consulting & Management Services, Inc. He is a twenty-five year resident of Alaska and has provided many quality services to Alaska businesses and residents. Diana Arthur joined the company in April 1999 and serves as Administrative Manager. She has over 5 years of successful marketing and administrative experience in Alaska.

The management plans section of Webb's proposal opened with... *"Webb's Consulting & Management Services, Inc. will take an aggressive but cost conscious approach to management of the Made In Alaska program. We will employ professional methods that are planned and well thought out prior to implementation. We see our relationship with the MIA Program as one that will live...breath...and grow... a process of continuous improvement over many years. Our efforts will be designed to insure that the number of Made In Alaska products registered with the program and the visibility of Made In Alaska products to residents and visitors is substantially and continually increased."*

New Price For Labels

Made In Alaska Labels are now available from Webb's Consulting & Management Services, Inc. and have been substantially reduced in price. Two sizes are available in rolls of 1,000 labels. Labels have black background and cub with choice of white, gold or silver mother bear and border. The smaller size is 1/4" square and costs \$12.50 per roll. The larger size is 7/8" wide by 1" tall and sells for \$15.00 per roll. Postage & handling are included in price. An order form is enclosed with this newsletter and a check or money order must accompany the order.

Those permit holders wishing to print the Made In Alaska logo on their own tags, business cards, letterhead or other items may do so and we will be happy to Email you or your printer the Made In Alaska logo in TIFF format. We have included black and white logo slicks for use in this issue of Bear Necessities.

Enforcement

It is essential that the Made In Alaska Label's integrity be maintained. We will vigorously enforce proper use of the label by certified permit holders only. Any violations regarding the use of the Made In Alaska logo or labels should be reported to Made In Alaska Program Manager immediately.

Made In Alaska is only able to enforce use of the logo and labels. We recognize there are other issues regarding sale of Alaska Made Products VS. foreign imports. While we are not able to stop imports we will do our



best to provide permit holders with information regarding copyright and patent protections and enforcements that may be of use to you. Also, we will be happy to include discussion of "knock-offs" in our conversations with retailers, distributors, wholesalers and others. These issues will be appropriate for discussion at our workshops.

Renewals of Permits

The prior agent mailed renewals due in July 2000 or earlier. We have mailed out August, September, October and November renewals as well as reminders to those whose year 2000 renewal payments are still overdue. If you have not received notice of renewal and think that yours is now due or overdue; call Diana at 272-5634 to verify your status. In the future we will mail out renewals about 45 days prior to their due dates.



In the near future each new or renewal permit will be issued a colorful certificate detailing their certification as a Made In Alaska product/manufacturer. We encourage you to frame and display this certificate.

Advertising & Promotion

Webb's will use every opportunity to promote the Made In Alaska program. We will notify community groups and media when one of our staff will be in the vicinity for workshops or other business activity, and request the opportunity to explain and promote the program. We will attend and participate in selected trade shows and other public gatherings. Frequent press releases will be faxed drawing attention of the media and public to the program, our permit holders and their unique Made In Alaska products.



Bear Necessities, the Made In Alaska newsletter will be mailed to retailers and other interested parties in addition to permit holders. If you know of someone who should be on our mailing list, send us their name and address. We encourage permit holders to let us know when a new product is ready for market so that we can help with the introduction via the newsletter, media visits and press releases.

We will print and distribute statewide rack cards and/or brochures explaining the program and meaning of the MIA Label to residents and visitors. We will maintain the new MIA web page and encourage use by linking the page to other organizations that receive many visitors, i.e. ACVB, Chambers of Commerce, Alliance, Anchorage Daily News, Milepost, State's web site and others that will allow a link at low or no charge.

We will use our operation of Downtown Saturday Market as an opportunity to promote Made In Alaska Program by providing signs designating booths that are all Made In Alaska Certified Products as such, and providing point of sale MIA Signs for individual certified MIA Products.. We will distribute Made In Alaska rack cards & brochures to market attendees (usually 10,000-20,000 people per Saturday attend).

We welcome your ideas for cost effective ways to promote MADE IN ALASKA products. This will be a subject at the workshops as well (see next page).

Made In Alaska Workshops This Winter

One-on-one communication, in person and via telephone, with permit holders will be a priority under our stewardship. Our permit holders will best know what parts of the MIA Program are or are not working and can relay this valuable information to us so that changes or enhancements can be made in the program that will better serve the needs of permit holders. The final proof of success will be increased sale of Made In Alaska products and only our permit holders can help us gauge this success.

To increase one-on-one communication we will hold 12 workshops in selected cities statewide in our first year. These cities will allow about 90% of MIA Permit Holders to attend should they choose to participate. A \$10 per person fee will be charged each workshop participation to pay for the room, beverages and snack. Workshops will be about 3 hours in duration, include program information, discussion of current issues regarding the Made In Alaska program, information about additional resources available to permit holders and discussion groups regarding increasing the value of the program and suggested changes and improvements.

Reservations and prepaid fee of \$10 are required (Reservation form included in this newsletter). Should we exceed maximum capacity of room, additional sessions will be added in afternoon and/or next day when possible. Remaining time while in area will be used visiting with media, permit holders and retailers. Suggestions and introductions by permit holders will be helpful and appreciated. Following is workshop schedule:

Anchorage - Monday, November 6, 2000 from 8:30 AM to 12:00 PM (1st Session) and 1:30 PM to 5:00 PM (2nd Session). Maximum 100 per session. Held at the Hawthorne Suites Hotel at 8th & L Streets.

Homer - Monday, November 13, 2000 from 8:30 AM to 12:00 PM. Held at Lands End Resort.

Kenai & Soldotna - Wednesday, November 15, 2000 from 8:30 AM to 12:00 PM. Held at Mykel's Restaurant, 35041 Kenai Spur Highway. Maximum 50.

Seward - Friday, November 17, 2000 from 9:30 AM to 12:00 PM. Held at the Breeze Inn Restaurant on the Harbor front.

Fairbanks - Monday, December 4, 2000 from 8:30 AM

to 12:00 PM (1st Session) and 1:30 PM to 5:00 PM (2nd Session). (Maximum 75 per Session) Held at Westmark Fairbanks Hotel in Gold Room, 813 Noble Street.

Delta - Wednesday, December 6, 2000 from 9:30 AM to 12:00 PM. Held at the City Hall in Conference Room.

Valdez - Friday, December 8, 2000 from 9:30 AM to 12:00 PM. Held at the Westmark Valdez Hotel.

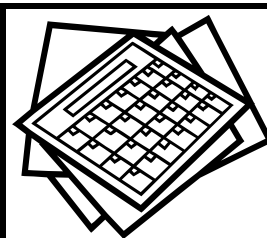
Ketchikan - Monday, January 8, 2001 from 8:30 AM to 12:00 PM. Held at the Best Western Landing Hotel.

Sitka - Wednesday, January 10, 2001 from 9:30 AM to 12:00 PM. Held at the Westmark Shee Atika Hotel, 330 Seward Street in the Council Room.

Juneau - Friday, January 12, 2001 from 8:30 AM to 12:00 PM. Held at the Baranof Hotel, 127 N. Franklin Street in the Treadwell Room.

Mat-Su Valley - Tuesday, January 16, 2001 from 8:30 AM to 12:00 PM (1st Session) and 1:30 PM to 5:00 PM (2nd Session). Held at the Gold Miners Hotel/Denali Steak House, 918 S. Colony Way in Palmer (Maximum 75 per session).

Anchorage - Friday, January 19, 2001 from 8:30 AM to 12:00 PM (1st Session) and 1:30 PM to 5:00 PM (2nd Session). Maximum 100 per session. Held in the Ballroom in the Marriott Downtown Hotel at 7th Avenue between H & I Streets.



We are currently working on a calendar for all permit holders of events statewide that may be of interest to them. This will include shows, fairs, celebrations and other events that allow sale of handi-crafts or produced Made In Alaska items. We ask that all permit holders let us know of events to be held in your area of the state during year 2001 for inclusion in the calendar. Send us details of the event including name, type of event, date or dates, location, sponsor or promoter's name and phone number.

FEATURED NEW PERMIT HOLDERS!

Introducing Accu-Flight Inc.- Home of the full motion flight simulator....Motion Simulators that launch tomorrow... today!

“Somewhere over enemy territory... You are leaking oil, losing altitude and your windshield is riddled with bullet holes. TO make matters worse you’ve lost your wingman and your deep in enemy territory...and – you’re having the time of your LIFE!!!! Welcome to Accu-Flight!”..... “The end-all and be-all of full motion simulators, where you fly the missions, you make the life and death split-second decisions and you are in the ever changing action. Fly against real people, not computer generated, predictable enemies. Your skill and cunning versus an enemy just as determined to win as you are...are you up to the challenge?”

Accu-Flight has **SIMCADE’S**, “The Ultimate in Flight Entertainment”, at both the Northway and 5th Avenue Malls in Anchorage. For more information call (907) 243-1580.

These Accu-Flight simulators are designed and manufactured in Anchorage, at the Northway Mall, in a facility behind the **SIMCADE** retail store.



Shelter Cove Woodcrafters



A husband and wife business venture located in Palmer, Alaska...a craft business “producing a unique and quality product line”...

In the spring of 2000 Randy and Debbie Lorenz were offered some scrap purple hart, a hard wood they’d never worked with before. They quickly found it was a good compliment to red oak and began experimenting. After a Fed-Ex hosted aviation seminar, where Ed overheard several individuals discussing how neat it would be to have desk models of various aircraft instrument panels, the idea for their product emerged.

The first Cessna aircraft instrument panel was decorative but not entirely functional, however the second design combined concepts and functioned as either a clock or business card holder. Since the idea of the instrument panel was first born, The Lorenz’s have added bookends and a weather station to their product line. For more information or to contact Shelter Cove Woodcrafters, phone (907) 745-4772. You may also find their products at Forget-Me-Not Crafters in Wasilla.

Scan and use these logos for product tags, business cards, etc.



PRODUCTS DISPLAY IN DCED OFFICES

Permit holders interested in having a sample of their product displayed in Senator Ted Stevens' Washington DC office and the Alaska Department of Community & Economic Development Commissioner's Offices in Juneau and Anchorage, may mail or fax a picture or description of their item(s) to Patricia Newman at 907-269-8125 or DCED 550 West 7th Avenue, Suite 1770 Anchorage, Alaska 99501.

The DCED is in the process of expanding the Made In Alaska product walls and would like to provide an opportunity for increased visibility of Made In Alaska products. From the pictures received, products will be chosen by their ability to best illustrate the wide variety of products represented by the MIA program. Becky Beck says the DCED will follow-up with a call or fax to per-

mit holders with products that are a good fit for the wall, in addition to making contact with those permit holders whose products aren't chosen, with a brief description explaining why. She says all products will be kept in mind for future displays.

A few things to keep in mind when considering your product for the display wall:

- Shelf space is limited. Products fitting into an 8" X 10" X 4" space will work best.
- Items will be used indefinitely for the display and will not be returned to the Permit Holder.
- The display walls use open shelves and expensive items are discouraged.

If your product is export ready and you

would like to market it internationally, the Department of Community and Economic Development also has Alaska product display walls in their contract offices in Tokyo, Japan and Seoul, Korea. Companies that are export ready are businesses operating a minimum of three years, currently selling successfully to the Alaska or nationwide market, and able to produce large quantities to meet market demands.

In the event that your product is chosen for the display wall, you may want to provide the DCED with 10 of your business cards to be kept on file. Although increased sales cannot be guaranteed, there are many people coming in and out of all the offices each day and we don't want you to miss a sales opportunity.



MADE IN ALASKA SEMINAR REGISTRATION

Please note there is a \$10 per person fee for each seminar, to cover facility and refreshment costs. Space is limited and registration is done on a first come first serve basis; we encourage you to sign up early.

YES I would like to attend a MADE IN ALASKA Permit Holders Seminar in the following location:
(see schedule on page 2 and circle the number of the seminar you will be attending)

1. Anchorage AM (November 6, 2000)
2. Anchorage PM (November 6, 2000)
3. Homer (November 13, 2000)
4. Kenai Soldotna (November 15, 2000)
5. Seward (November 17, 2000)
6. Fairbanks AM (December 4, 2000)
7. Fairbanks PM (December 4, 2000)
8. Delta (December 6, 2000)

9. Valdez (December 8, 2000)
10. Ketchikan (January 8, 2001)
11. Sitka (January 10, 2001)
12. Juneau (January 12, 2001)
13. Mat-Su Valley AM (January 16, 2001)
14. Mat-Su Valley PM (January 16, 2001)
15. Anchorage AM (January 19, 2001)
16. Anchorage PM (January 19, 2001)

Name: _____ Business Name: _____
Address: _____ City/State/Zip: _____
Phone: _____ Permit #: _____ Number of attendees: _____ at \$10 each = \$ _____ enclosed.

FYI

Each quarter we will issue a newsletter to all program permit holders, potential permit holders, retailers, government officials and other interested parties. We encourage permit holders to submit information for publication that may be of interest to other permit holders or readers. Information should be mailed or faxed to Made In Alaska office.

WE WELCOME THE FOLLOWING NEW PERMIT HOLDERS!

JKD Pottery/JKD Enterprises

Kathleen Dupertuis
Thorne Bay, AK
907-828-3953
Permit # 4701/4715
Pottery/Woodcrafts

Standard Register

Sandy Horning
Anchorage, AK
907-277-0080
Permit # 4709
Prints/Note Cards

Funscrubs

Leesa Arnes
Anchorage, AK
907-337-4346
Permit # 4717
Medical Scrubs

Mat-Su Magic

Sara Hardy
Wasilla, AK
907-376-1289
Permit # 4702/4721/4722
Dream catchers/Jewelry, etc.

Alaska R&C Communications

Scott Romine
Anchorage, AK
907-333-1044
Permit # 4710
MARSH-RAT Boats

Dee's Artistry

Deirdre Miller
Anchorage, AK
907-522-5800
Permit # 4718
Floral & Gardening

Shelter Cove Woodcrafters

Randy Lorenz
Palmer, AK
907-745-4772
Permit # 4703
Aircraft Instrument Panel Desk Set

Accu Flight

Chris Joens
Anchorage, AK
907-243-1580
Permit # 4711
Combat Flight Simulators

Joan's Attic

Joan Wallrich
Anchorage, AK
907-248-6456
Permit # 4719
Misc. Home Decor

Northern Lights Bath/Body/Home

Derri Gallion
North Pole, AK
907-488-4052
Permit # 4704/4705
Bath Products/Candles

Sledge Co.

Hubert Sledge
Anchorage, AK
907-227-2983
Permit # 4712
Portable Soil Remediation Unit

Gotta Have It

Yvonne Williams
Anchorage, AK
907-563-2230
Permit # 4720
Baby Blankets

Alaska Nugget Jewelers

Michelle Reichert
Nikiski, AK
907-776-8354
Permit # 4706
Gold Nugget Jewelry

Taiga Totems

Marcia Holt
North Pole, AK
907-488-2463
Permit # 4713
Polymer Clay & Wood Art Figures

Décor Photography

Steve Kelly
Wasilla, AK
907-373-3931
Permit # 4723
Wild Alaska Screen Saver

Yukon & Katmai Snax/Garnet Ent.

Vera Delgado
Anchorage, AK
907-245-1332
Permit # 4707
Dog & Cat Treats

Clearly Alaskan

Charlotte Whiteley
Fairbanks, AK
907-457-2995
Permit # 4714
Glycerin Soaps

Sally McMahan-Pollen

Palmer, AK
907-745-8920
Permit # 4724
Papa Was A Bush Pilot-Book

Changing Tides, Inc.

Jan Nardone
Skagway, AK
907-983-3349
Permit # 4708
Needlepoint & Cross Stitch Kits

Alaskan Wilderness Wines

Steven Thompson
Kodiak, AK
907-486-1420
Permit # 4716
Fruit Wines

Fleece & More

Gwen Eichholz
Fairbanks, AK
907-455-7080
Permit # 4725
Outerwear Fleece, Etc.

“New Permit Holders” Continued

Glass Menagerie

Ruth & Joseph Chmielowski
Wasilla, AK
907-357-1337
Permit # 4726
Ceramics & Diamond Willow

Redington Enterprises
Joseph Redington Jr.
Manley Hot Springs, AK
907-672-3412
Permit # 4732
Caribou antler, birch bark, quill art

Joyce Getchell
Nikiski, AK
907-776-5285
Permit # 4742
Stained glass

The Great Alaskan Quilt Company

Cynthia Johnson
Anchorage, AK
907-562-8183
Permit # 4727
Handmade Quilts

Fancy Free Designs
Brenda Mallison
Anchorage, AK
907-274-3645
Permit # 4733
Sculptured flower watches, Bead Jewelry

Alaska Dreams & Things

Shelly Loper
Chugiak, AK
907-688-6243
Permit # 4743
Fleece Items, etc

Alaska Naturals

Edward Timmons
Chugiak, AK
907-688-0240
Permit # 4728
Bath & Body Products

Winter Frost/The Billikin Group

Michelle Crosswhite
Anchorage, AK
907-344-7502
Permit # 4734
Bottled Water

Alaskan Images & Graphics

Diane Dusek
Big Lake, AK
907-892-7288
Permit # 4744/4745
Wood Clocks/Fabric Arts

Abracadabra

Steven Pradell
Anchorage, AK
907-346-2442
Permit # 4729
Books

Ryan's Woodworking's
Ryan Dickent
Anchorage, AK
907-243-6841
Permit # 4735
Wood designs/scroll saw & lathe

Little Wee Brrrs

Rene' Weber
Palmer, AK
907-357-0744
Permit # 4731
Christmas Ornaments

Northern Wood Products

Dale Rice
Anchorage, AK
907-677-1038
Permit # 4730
Wood What-Nots & Toys

The Ivory Cache

Michael Barnes
Anchorage, AK
907-333-3759
Permit # 4736 – 4740
Fossil/Antler carvings, baskets, etc.

Cold & Deep Seafoods

Brian Kelly
Ketchikan, AK
907-755-2247
Permit # 4741
Smoked Alaska salmon



MADE IN ALASKA LABEL ORDER FORM

MADE IN ALASKA Post Office Box 102440, Anchorage, AK 99510-2440

Please send me the following:

Small @ \$12.50 Roll	# Rolls	Amount	Large @ \$15.00 Roll	# Rolls	Amount
Gold & Black		\$	Gold & Black		\$
Silver & Black		\$	Silver & Black		\$
Black & White		\$	Black & White		\$

Total Enclosed: \$ _____ (Make check or money order payable to “State of Alaska”).

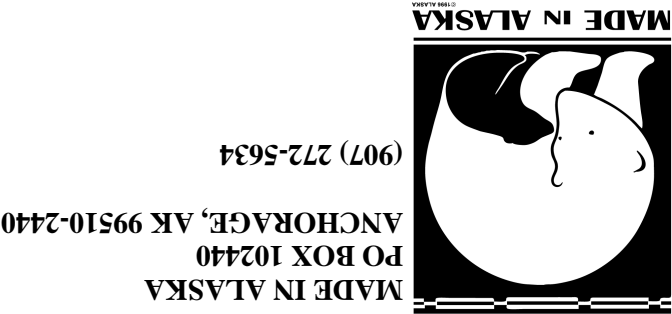
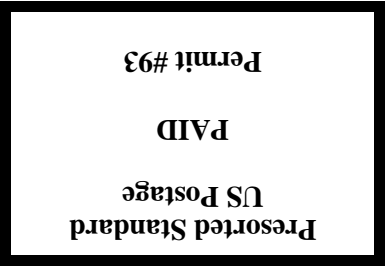
Name: _____ Business Name: _____

Address: _____ City/State/Zip: _____

Phone: _____ MIA Permit #: _____

Each roll contains 1,000 labels. Small are 1/4" x 1/4" and large are 7/8" x 1". Price includes postage & handling.

Labels are also available for pick-up, during business hours, at 825 West 8th Ave., Suite 203 in Anchorage.



**Module on
the Move**

Workers roll an 830-ton diesel generator module onto a barge at the North Star Terminal and Stevedore Co. in Anchorage. The module, along with a second, was offloaded in Kivalina and rolled to the Red Dog Mine, northeast of Kotzebue. The modules are being used for expanded production at Red Dog, the world's largest zine mine.

Photo courtesy of Bill Roth, Anchorage Daily News